

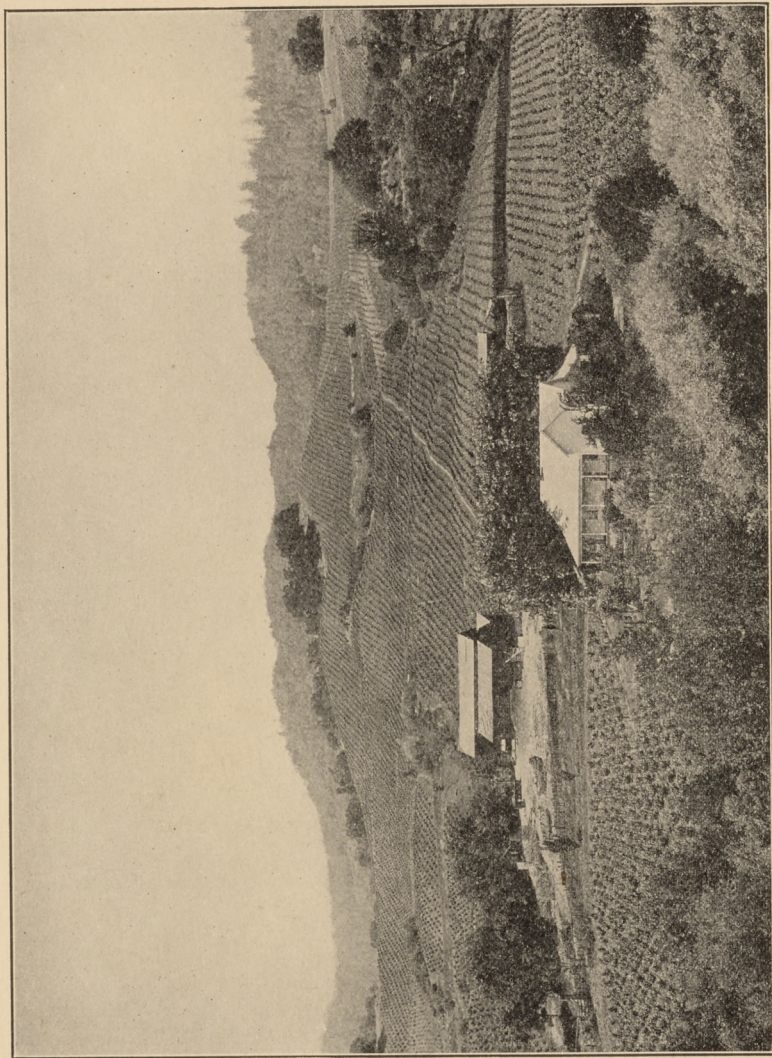
5358

Ensign

MENDOCINO ▽ COUNTY ▽ CALIFORNIA



UKIAH VALLEY, TWELVE THOUSAND ACRES.

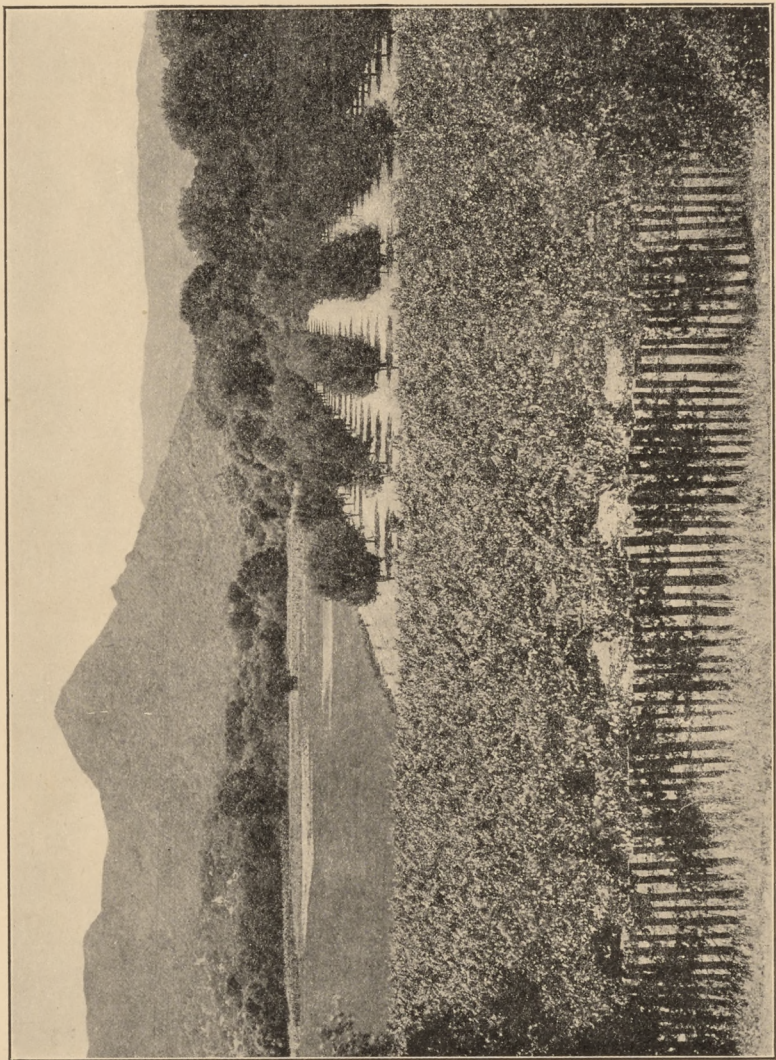


HILLSIDE VINEYARDS ALONG THE SCENIC NORTHWESTERN PACIFIC.

MENDOCINO COUNTY --- --- CALIFORNIA



A BRIEF DESCRIPTION PREPARED BY
W. G. POAGE
OF UKIAH, CALIFORNIA



GRAPES, PEARS AND ALFALFA, HOPLAND, CAL.

OPPORTUNITIES IN MENDOCINO COUNTY

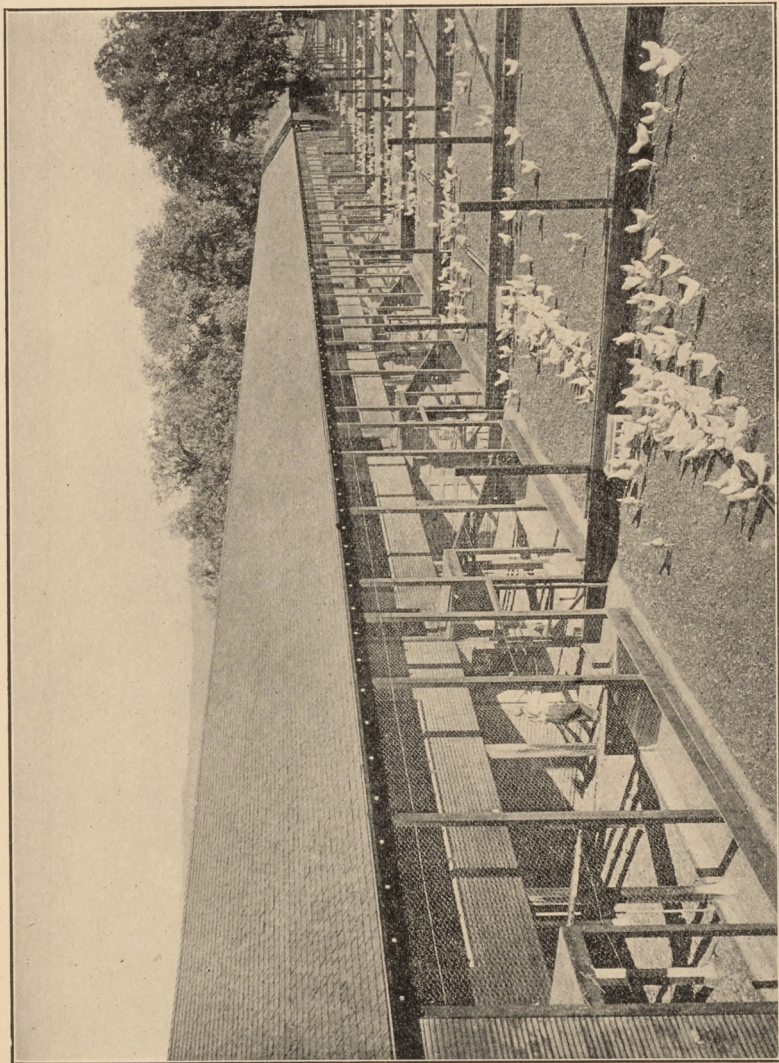
GENERAL DESCRIPTION.

Mendocino, one of the beautiful North Coast counties, is situated in the extreme western part of the State, and has a coast line on the Pacific Ocean of more than 100 miles. Its southern boundary is about ninety miles north of San Francisco. It contains 3,780 square miles and about 2,419,200 acres of land, being about twice as large as the State of Delaware. Its population is about 25,000, or about seven persons to the square mile.

It is in the valleys and along the coast of Mendocino County that the agricultural features of the county are demonstrated. Ukiah and Sanel Valleys, which are connected by the winding Russian River, are famous for their hop fields, pear and prune orchards and vineyards; Potter, Little Lake and Round Valleys for general farming, and Sherwood Valley for dairying and hay raising; Anderson Valley and the open places in the redwoods for apple orchards; and the long, narrow strip along the coast line for general farming, hay raising and dairying.

The most important single industry in this county is lumbering. Originally the whole ocean slope was covered with redwood timber, and roughly speaking, the redwood belt is about thirty miles wide and runs the full length of the county north and south.

Diversified agriculture is carried on in the valleys and along the coast. Here grain, hay, fruit, berries and vegetables are grown extensively, also dairying, hog raising, wool growing, poultry and stock raising are very profitable. The wine industry is a very thriving one in Redwood, Ukiah, and Sanel Valleys, and many new vineyards are coming into bearing. Cereals, potatoes, and fruits of all kinds can be



SECTION LAYING HOUSE NUMBER TWO, HOPLAND STOCK FARM.

OPPORTUNITIES IN MENDOCINO COUNTY

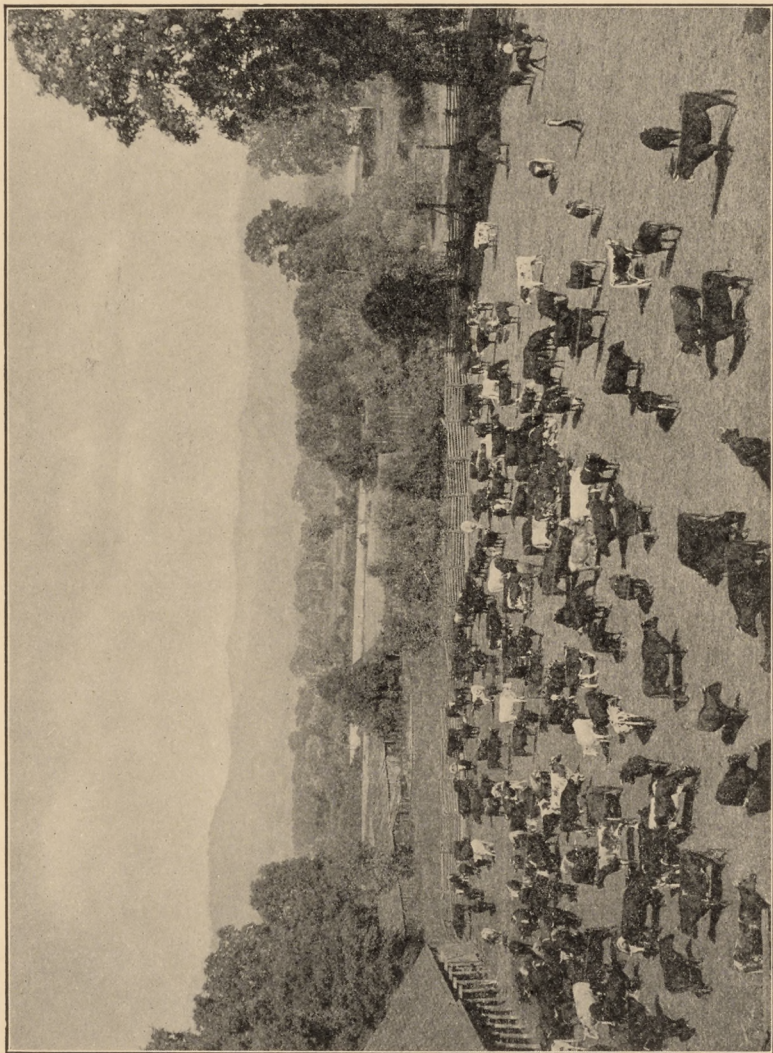
grown all over Mendocino County. Dairying is one of the leading industries, and there are a large number of creameries. A great deal of the butter and cheese produced is sold in the county, owing to the large amount of labor employed in the lumber and timber industries.

Sheep raising and wool growing are very important interests in many parts of the county. As a rule sheep are not herded but are kept in large enclosures, on the mountain or hilly land. They live the year round on the natural grasses and the foliage of the low shrubbery that abounds on all the ranges.

There are many fine cattle ranches in the county where beef is produced for the city markets. The grades of the cattle and sheep kept here are of the best and have been greatly improved in recent years by importing high-grade stock. Pasturage is abundant and cattle and sheep are taken from it directly to market.

The soil of the valleys is composed of a rich vegetable mould, or an equally rich sedimentary or alluvial deposit from the overflow of rivers and streams, or erosion from the nearby mountains, and is very productive.

The climate of the county is very healthful and mild with no extremes. Along the coast it is mild at all seasons of the year with but little change of temperature between winter and summer. Just east of the first range of mountains from the coast, is a warmer belt, where the moisture from the coast is still sufficient to keep the temperature reduced, making it a delightful climate in which to live, and an ideal section for the growing of apples and other fruits and berries. This county has plenty of water. The rainfall is ample for all ordinary purposes. The average is about 36 inches. Irrigation is seldom practiced except for garden



STOCK FARM AT WILLITS.

OPPORTUNITIES IN MENDOCINO COUNTY

or vegetable crops. There are many creeks and rivers. Living springs are found everywhere.

The Northwestern Pacific Railroad passes through the county en route from San Francisco to Eureka and connects with a line running from Willits to Fort Bragg on the coast. The Northwestern Pacific also has about thirty miles of railroad from the coast town of Albion to the lower end of Anderson Valley. It is proposed to connect this road with the main line at Healdsburg in a short time. When this is done the apple growers of Anderson Valley, Comptche and the Albion coast section will have direct transportation to the city markets for their fresh and dried fruits as well as their stock and timber products, which are abundant and valuable. Steamers carrying passengers and freight ply regularly between San Francisco and all the coast towns.

Mendocino County is a sportsman's paradise. Deer are abundant and great numbers of them are killed in season and hunters and campers come here annually from all parts of the State. Valley and mountain quail, pheasants and grouse also afford the hunter ample sport. There are hundreds of fine trout streams throughout the county, and along the coast all kinds of sea fish as well as the succulent abalone.

There are many mineral springs throughout the county. Among those partially developed, having hotels and bathing facilities, are the celebrated Vichy Springs and Orr's Hot Springs, located near Ukiah, Duncan's Springs at Hopland, and the Point Arena Hot Springs, located a few miles inland from the coast town of Point Arena.

THE COAST SECTION.

By the coast section is meant that part of the county whose products and trade naturally go to the coast towns. A



APPLE ORCHARD ON THE NOVO.

OPPORTUNITIES IN MENDOCINO COUNTY

large part of the redwood wealth of the county is in the coast section, and the manufacture and shipping of lumber, ties and other timber products, are at present the principal industries of the several coast towns. Until recently all the shipping from these towns was by water, but in 1912 the California Western Railroad and Navigation Company was completed from Fort Bragg, the largest coast town, to Willets, where it connects with the Northwestern Pacific, thus furnishing outlet by rail, and now lumber is being shipped from the mills at Fort Bragg to all parts of the United States.

Dairying is another most important coast industry. Creameries have been established along the coast from Westport to the southern boundary of the county. The town of Point Arena is in the center of the dairy district. During the year of 1914 from the port of Point Arena alone there was shipped to San Francisco 307,168 pounds of creamery butter and 8,800 pounds of cheese this being in addition to that sold locally. In this same year a creamery in this section received at the State Fair held at Sacramento two gold medals, one for the best and most attractive display of creamery butter and the other for the best and most attractive display of dairy products.

Almost the entire coast section near the ocean is specially adapted to the raising of string beans and peas suitable for canning. At Westport and Fort Bragg canneries are now being operated whose products find ready sale.

Just back from the coast, berries and apples thrive. In fact the coast section seems the natural home of the berry and its apples cannot be excelled. Great areas of land are being cleared of second growth and stumps, and are being

OPPORTUNITIES IN MENDOCINO COUNTY

planted to orchard. This is particularly true of the sections about the towns of Mendocino and Fort Bragg and it has been demonstrated that the apples raised on this cut-over land rank well with those raised in the most favored apple growing districts of the West. They have captured the Blue Ribbon or highest prize, whenever they have been shown, and received the Gold Medal at the San Francisco Land Show in 1913.

Most of the coast towns are very active business centers. Of these towns Fort Bragg is the largest and most active. Here are located the great mills of the Union Lumber Company, furnishing employment to many hundreds of men, with a pay roll of from \$50,000 to \$75,000 per month. The town is well situated on a broad plain, gradually sloping from the foothills to the ocean. It has the best of schools and churches, beautiful homes, good drainage and a splendid sewerage system, and owns its own waterworks. Its growth has been phenomenal from a small, rough lumber camp of a few years ago to be the present metropolis of the county with a population of about 3,500 people. It has two splendid harbors. Just at the edge of the town is the Fort Bragg harbor, where the smaller vessels plying between this and other State ports are loaded and one mile south of the town is the Noyo harbor on Noyo Bay, where the largest ships are loaded with lumber for shipment to all parts of the world.

Mendocino City is located on the coast at the mouth of Big River on Mendocino Bay, said to be the most commodious harbor between Drake's Bay and Eureka. The Mendocino Lumber Company employ a large number of men. The town has about 1,200 people and the principal industry is lumbering, but it is located centrally in a district

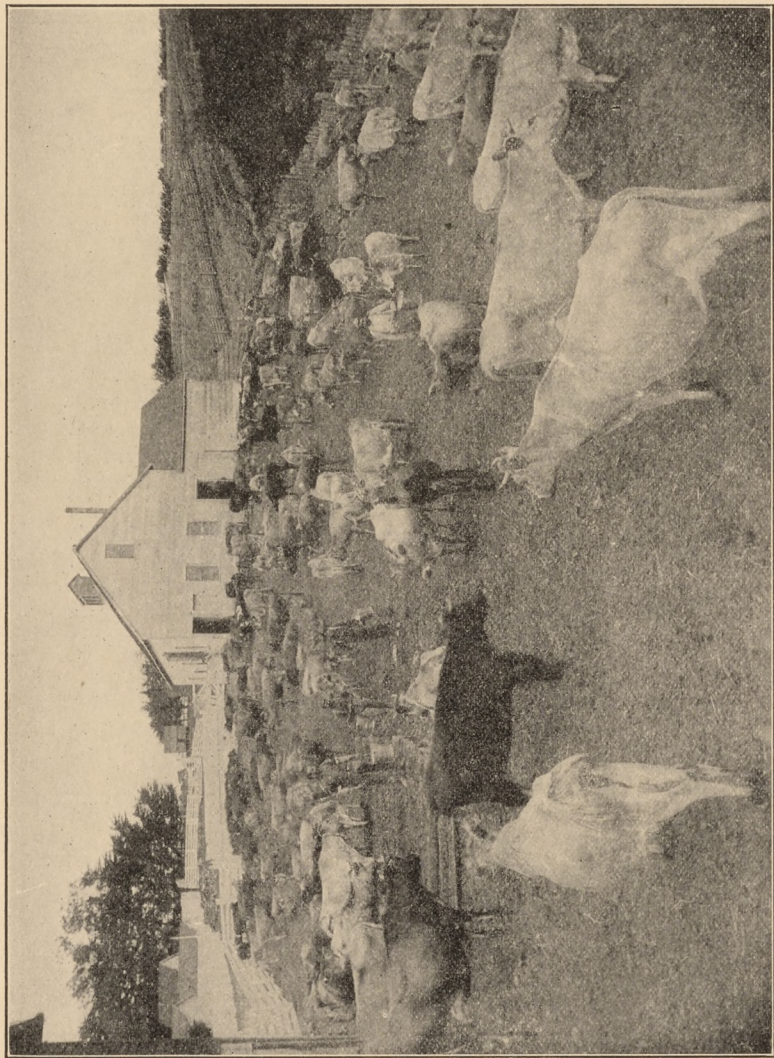
OPPORTUNITIES IN MENDOCINO COUNTY

that promises to become a great apple producing section. Its association holds an annual Apple Fair for five days in its own building, which was constructed especially to house the exhibits. It has a good grammar and high school, large stores, a prosperous bank and a newspaper.

EEL RIVER WATERSHED.

The summit of the low mountains lying between Ukiah and Willits and running easterly to Lake County divides the eastern side of the county almost equally. To the north is the country drained by Eel River and, besides the great cattle and sheep ranches and the picturesque mountains, it contains a number of the most fertile valleys. In this section is Round Valley, the largest body of farming land in the county, Little Lake Valley, where the thriving town of Willits is located. Eden Valley, which contains the great Henshaw stock ranch; Sherwood Valley, noted for its dairy interests, and Long Valley, where Laytonville, the trading center for stockmen and ranchers of Northern Mendocino is located.

Willits is a modern town of about 2,500 inhabitants, and is the midway division of the Northwestern Pacific Railway on its road from San Francisco to Eureka. It is nestled on the edge of the beautiful hills on the west side of Little Lake Valley, a fine farming community, where almost every 40 acres has a home on it. The hay, grain, potatoes, vegetables, and apples raised here have a good local market, for near here are two large lumbering plants employing from 500 to 1,000 men in their operations in mill and woods. Lumber and stock are the principal freight shipped out of this valley, which is about three miles wide and seven miles long.



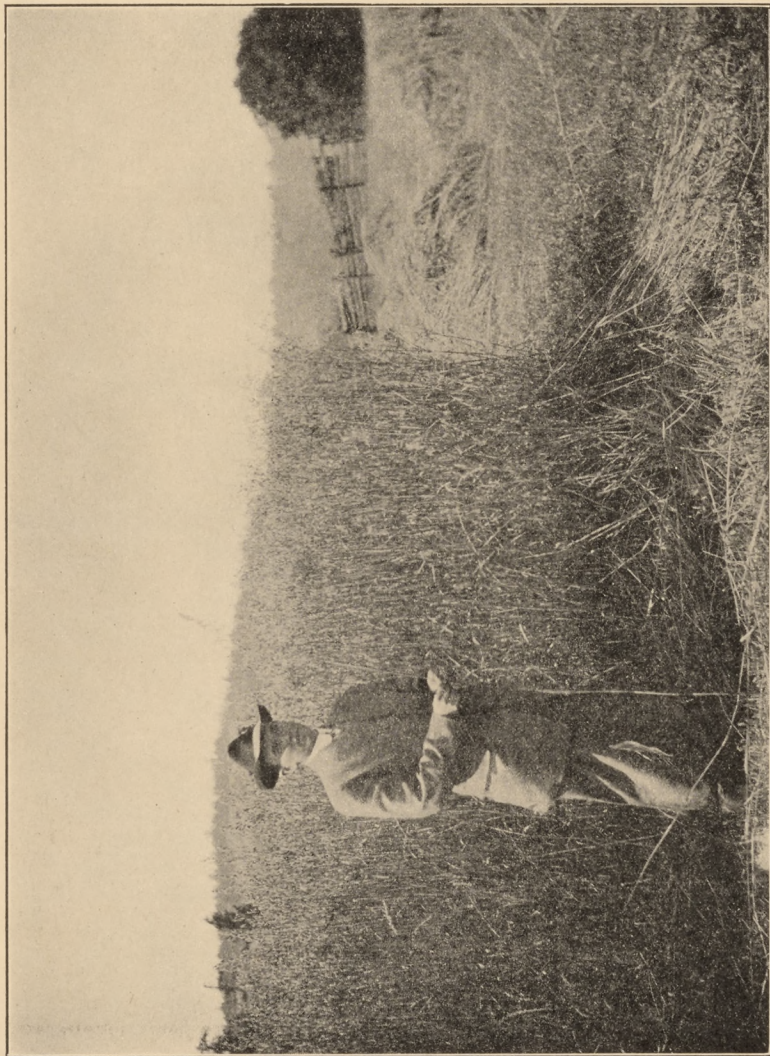
A DAIRY HERD ON THE MENDOCINO COAST.

OPPORTUNITIES IN MENDOCINO COUNTY

Round Valley, the largest of Mendocino's valleys, contains about 25,000 acres of farming land. Its shape is indicated by its name. Seen from a surrounding mountain it appears round like a bowl. The slope of the valley is from north to south into Eel River, which skirts across the lower end of the valley. Most of the land in this fine valley has been used for raising hay and grain and in fattening the acorn hogs raised in the surrounding hills and mountains, but in the last few years alfalfa has been planted on considerable of the land, a creamery has been established, and a number of Swiss and other dairymen have rented and purchased land in the valley for handling their dairy herds and this industry gives promise of a great future. Bartlett pears and apples are the favorite fruits being planted for commercial purposes. Hay, grain, hogs and beef cattle and hops are the principal products of this valley. Covelo, its town, has about 250 inhabitants and has good schools and churches. A splendid new road just being constructed brings this valley within about eight miles of the railroad at Dos Rios, the junction of the two branches of Eel River.

RUSSIAN RIVER WATERSHED.

The valleys named Ukiah, Potter, Redwood, Walker and Sanel are all drained by the Russian River. The climate in this section is milder than farther to the north. The average rainfall is about 36 inches, distributed from October to about May. These valleys are composed largely of a rich sediment soil. Here are produced in a profitable way, alfalfa, corn, all kinds of cereal crops, hops, pears, prunes, and in the better protected sections, wine grapes and English walnuts. All kinds of fruits and berries are grown, but the



REDWOOD LAND IN ANDERSON VALLEY, ONE OF THE BEST SOILS FOR OATS.

OPPORTUNITIES IN MENDOCINO COUNTY

above named products are produced commercially and yield a handsome profit to the grower.

Ukiah, the county seat, a modern city of 3,000 or more people, is in about the center of this section of the county. It is noted as a home town on account of its fine situation, good drainage and sewerage, beautiful homes, and its neat lawns and shade trees. It has splendid schools and good churches and of late years has attracted many people from States less favored by a climate such as Mendocino County has, who want educational advantages for their children and good social and moral conditions, in a climate where one can enjoy every day in the year out of doors. Ukiah has a modern public library, a high school and good grammar schools, where students are prepared for the leading universities. The town is largely supported by the farming communities in this section and by trade coming from the Upper Lake and Scotts Valley sections of Lake County as well as from the numerous settlers in the hills and mountains on all sides of the town. The State Hospital for the Insane is located in Ukiah Valley, three miles from Ukiah and expends some \$17,000 per month. Ukiah has the distinction of having an institution little known and yet of world-wide importance to scientific men. It is the International Observatory for making the variations in latitude and it is one of the six in the world. Here also is located the State Fish Hatchery, which hatches trout from eggs and distributes them to the streams of the State.

FLOWER BULB INDUSTRY.

On the mountainside, about eight miles east of Ukiah at the end of a steep road, is located "The Terraces," where Carl Purdy, who loves his work, has discovered that the soil is peculiarly adapted to bulb growing. These flower

OPPORTUNITIES IN MENDOCINO COUNTY

beds, sprinkled with water from the mountains behind, are so beautiful that people from all parts of the world brave the steep road to witness the miracle accomplished by Mr. Purdy; here his bulbs are raised and gathered under his direction from our mountainsides and are sent all over the world to customers who have learned to appreciate the beautiful flowers they produce.

PUBLIC SCHOOLS.

California is famed for her public schools and Mendocino County is abreast of the times in this respect. There are 124 grammar school districts in the county, employing 155 teachers, where pupils are fitted for high school; and seven high schools, employing 31 teachers, where pupils are fitted to enter the leading universities or to begin the work of life. No county in the State is more progressive along educational lines than Mendocino.

STATE HIGHWAY.

Mention has been made of the railroad through this county from San Francisco to Eureka and it should be stated also that the new State Highway from San Francisco to Eureka passes through the entire length of Mendocino County, giving automobilists a splendid road, through valleys and mountains, with a variety of scenery, that cannot be excelled in any part of the world. From this main artery county roads branch off in every direction and give delightful side trips to those who have the time to look the country over carefully. No more delightful place can be found than this county in which to spend a vacation. Mendocino's attractions in this respect are so great that she can invite the world to her playgrounds in summer.



INFORMATION.—The leading towns of the county have a Chamber of Commerce and full information as to any section or details as to any products can be obtained by addressing one of these bodies, or by writing to the County Board of Supervisors, or the Secretary of the Panama-Pacific Exposition Commission at Ukiah, Cal.



REDWOOD SCENE ON LINE OF C. W. R. R. & NAV. CO.